

What is claimed is:

- 1           1.       A segment of channel letter coil comprising:  
2           a substrate;  
3           a first reflective material disposed upon a first surface of the substrate; and  
4           a second reflective material disposed upon the first reflective material.
- 1           2.       The segment of claim 1, further comprising an aesthetic material disposed  
2           upon a second surface of the substrate, opposite the first surface.
- 1           3.       The segment of claim 2, wherein the substrate is metal.
- 1           4.       The segment of claim 3, wherein the substrate is aluminum.
- 1           5.       The segment of claim 4, wherein the substrate comprises Alloy 3105.
- 1           6.       The segment of claim 5, wherein the first reflective material is opaque.
- 1           7.       The segment of claim 6, wherein the first reflective material is of a selected  
2           color.
- 1           8.       The segment of claim 7, wherein the first reflective material comprises a  
2           polyester coating.
- 1           9.       The segment of claim 8, wherein the first reflective material comprises a  
2           thermo-set polyester coating.
- 1           10.      The segment of claim 9, wherein the second reflective material is opaque.

1           11.     The segment of claim 10, wherein the second reflective material is of a  
2     selected color.

1           12.     The segment of claim 11, wherein the second reflective material comprises a  
2     polyester coating.

1           13.     The segment of claim 12, wherein the second reflective material comprises a  
2     thermo-set polyester coating.

1           14.     The segment of claim 13, wherein the first and second reflective materials are  
2     identical.

1           15.     The segment of claim 14, wherein the first and second reflective materials  
2     have a collective thickness of greater than about 1.2 mils.

1           16.     The segment of claim 15, wherein the first and second reflective materials  
2     have a collective thickness between about 1.2 mils and 1.4 mils.

1           17.     The segment of claim 16, wherein the aesthetic material comprises a  
2     fluoropolymer coating.

1           18.     The segment of claim 17, wherein the aesthetic material is opaque.

1           19.     A roll of channel letter coil comprising:

2             a rolled substrate;

3             a first reflective material disposed upon an inner surface of the substrate; and

4             a second reflective material disposed upon the first reflective material.

1           20.     The roll of claim 19, further comprising an aesthetic material disposed upon  
2     an outer surface of the substrate.

1           21.     The roll of claim 20, wherein the substrate is metal.

1           22.     The roll of claim 21, wherein the substrate is aluminum.

1           23.     The roll of claim 22, wherein the substrate comprises Alloy 3105.

1           24.     The roll of claim 23, wherein the first reflective material is opaque.

1           25.     The roll of claim 24, wherein the first reflective material is of a selected color.

1           26.     The roll of claim 25, wherein the first reflective material comprises a  
2     polyester coating.

1           27.     The roll of claim 26, wherein the first reflective material comprises a thermo-  
2     set polyester coating.

1           28.     The roll of claim 27, wherein the second reflective material is opaque.

1           29.     The roll of claim 28, wherein the second reflective material is of a selected  
2     color.

1           30.     The roll of claim 29, wherein the second reflective material comprises a  
2     polyester coating.

1           31.     The roll of claim 30, wherein the second reflective material comprises a  
2     thermo-set polyester coating.

1           32.     The roll of claim 31, wherein the first and second reflective materials are  
2 identical.

1           33.     The roll of claim 32, wherein the first and second reflective materials have a  
2 collective thickness of greater than about 1.2 mils.

1           34.     The roll of claim 33, wherein the first and second reflective materials have a  
2 collective thickness between about 1.2 mils and 1.4 mils.

1           35.     The roll of claim 34, wherein the aesthetic material comprises a fluoropolymer  
2 coating.

1           36.     The roll of claim 35, wherein the aesthetic material is opaque.

1           37.     A method of producing channel letter coil, comprising the steps of:  
2 providing a substrate;  
3 disposing a first reflective material upon a first surface of the substrate;  
4 disposing a second reflective material upon the first reflective material; and  
5 rolling the substrate into a coil.

1           38.     The method of claim 37, further comprising the step of disposing an aesthetic  
2 material upon a second surface of the substrate, opposite the first surface, prior to rolling the  
3 substrate into a coil.

1           39.     The method of claim 38, wherein the step of providing a substrate further  
2 comprises providing a metal substrate.

1           40.     The method of claim 39, wherein the step of providing a substrate further  
2     comprises providing an aluminum substrate.

1           41.     The method of claim 40, wherein the step of disposing a first reflective  
2     material further comprises disposing a thermo-set polyester coating.

1           42.     The method of claim 41, wherein the thermo-set polyester coating is disposed  
2     manually.

1           43.     The method of claim 41, wherein the thermo-set polyester coating is disposed  
2     using a coating machine.

1           44.     The method of claim 41, wherein the step of disposing a second reflective  
2     material further comprises disposing a thermo-set polyester coating.

1           45.     The method of claim 44, wherein the thermo-set polyester coating is disposed  
2     manually.

1           46.     The method of claim 44, wherein the thermo-set polyester coating is disposed  
2     using a coating machine.

1           47.     The method of claim 41, further comprising the step of heating the substrate  
2     after the first reflective material is disposed.

1           48.     The method of claim 41, wherein the first and second reflective materials are  
2     applied to a collective thickness of greater than about 1.2 mils.

1           49.     The method of claim 48, wherein the first and second reflective materials are  
2     applied to a collective thickness between about 1.2 mils and 1.4 mils.

1           50.     The method of claim 47, wherein the step of heating comprises heating to a  
2     temperature between about 420°F and about 500°F, for a period of about 25 seconds.

1           51.     The method of claim 44, further comprising the step of heating the substrate  
2     after the second reflective material is disposed.

1           52.     The method of claim 51, wherein the step of heating comprises heating to a  
2     temperature between about 420°F and about 500°F, for a period of about 25 seconds.

1           53.     The method of claim 44, wherein the step of disposing an aesthetic material  
2     further comprises disposing a fluoropolymer coating.

1           54.     The method of claim 53, wherein the aesthetic material is disposed manually.

1           55.     The method of claim 54, wherein the aesthetic material is disposed using a  
2     coating machine.